

NEW ROLLING HILLS PLAZA STORE
Opens Thursday, March 19th at 9 A.M.



NEW!
Rolling Hills
Plaza Store

2635

Pacific Coast Hwy.
(Next to Thrifty Drugs)
Pacific Coast Hwy.
and Crenshaw

SHOE MARKET

The Old
Reliable
Store...

CARSON
and

MAIN STS.
TORRANCE

**THE MODERN WAY AND THE SAVING WAY
TO BUY SHOES!**

**AT THE SHOE MARKET -- We Have INTRODUCED
SUPER-MARKET SHOPPING TO SHOE BUYING**

THIS MERCHANDISING FORMAT HAS BEEN DEVELOPED BY US OVER THE LAST 5 YEARS, FOLLOWING 80 YEARS IN THE CONVENTIONAL TYPE OF SHOE BUSINESS.

AT THE SHOE MARKET --

JUST AS AT YOUR SUPER-MARKET NO ONE INFLUENCES YOUR PURCHASE . . . YOU CANNOT BE SOLD A SHOE THAT DOES NOT FIT, DOES NOT SUIT OR IS MORE THAN YOU WISH TO PAY . . . SELECT FROM HUNDREDS OF STYLES AND TENS OF THOUSANDS OF PAIRS AT YOUR LEISURE.

**OVER 10,000 PAIRS OF SHOES ON OPEN DISPLAY
FOR YOUR SELF SELECTION!**

**ASSISTANCE IF
YOU NEED IT!**

GRAND OPENING

THURSDAY, MARCH 19th, 9 A.M. . . . OPEN 9-9 SEVEN DAYS A WEEK

TEEN DRESS FLATS FOR EASTER!

ALSO TEEN DRESS LITTLE HEELS

OVER 115 STYLES AND COLORS!

\$1.96
FROM

SIZES
4 to 10



IN LEATHER OR WASHABLE VINYL
PATENT - WHITE - BLACK - SHIM-
MERING PINK - BOW BLUE - NUDE
OR TAFFY RED.



**MISSES' EASTER
DRESS SHOES**

\$2.96

SIZES 8 1/2 - 3

IN WASHABLE VINYL PAT-
ENT - BLACK - WHITE -
TAFFY APPLE RED - NUDE -
BOW BLUE AND SHIM-
MERING PINK.

TOTS' SIZES 4 to 8

MEN'S DRESS SHOES



\$6.91

HIGH STYLES AND CONSERVATIVES
ALSO EEE WIDTHS!

WOMEN'S SPRING DRESS SHOES

WHITE - BLACK - PATENT
NUDE - BOW BLUE -
SHIMMERING PINK -
TAFFY APPLE - RED

\$4.91



*"The Shoe Market
Where We Stretch
Dad's Pay Check"*



LITTLE GENT'S DRESS SHOES

\$2.96



\$3.96

SIZES 8 1/2 to 3 - TINY TOTS 4 to 8

* GUARANTEED SOLES

**BOYS' AND MEN'S
BASKETBALL SHOES**

WHITE OR BLACK,
HIGH OR LOW.
MAJOR U.S. MFR.
Youth Sizes 10 to 2;
Boys' Sizes 2 1/2 to 6;
Men's Sizes 6 1/2 to 12
Arch Support and
Cushion Insoles!

\$2.38



SAVE



**RESOLVE NOW
TO SAVE
MONEY ON
THE FAMILY'S
SHOES
FOR EASTER**

**BIG BOYS' SHOES
WITH GUARANTEED SOLES!**

\$4.91

SIZES
3 1/2 - 6



SHOE MARKET

LOCATED IN ROLLING HILLS PLAZA
2635 Pacific Coast Hwy. (NEXT TO THRIFTY DRUGS) DA 5-5482
PACIFIC COAST HWY. AT CRENSHAW